



# Débora Edelberg

LEAD PRODUCT DESIGNER | UX STRATEGIST

## ABOUT ME

Senior Product Designer and UX Strategist with 15+ years of experience designing digital products across healthcare, aerospace, banking, scheduling, nonprofit, and eCommerce. Experienced in end-to-end UX design, helping teams simplify complex workflows through research, strategy, and systems thinking. Interested in AI-powered products, accessibility, and purpose-driven work.

## COMPLETE WORK EXPERIENCE

○ From June 2023 to Present

### Sr. Product Designer and UX Strategist (Self-employed)

- Accelerated research for 5+ clients across banking, grocery, and logistics, saving 30–35 hours per round via Askable+ and enabling faster decisions.
- Led UX discovery for a mental health AI chatbot startup, conducting 10+ user interviews and supporting a pivot from B2C to B2B2C that helped the team reach PMF.
- Designed conversion-focused flows for Minthome.com (later acquired) including AC replacement, subscription maintenance and 4+ landing pages.
- Led UX strategy and product design for a data-heavy AI pharma intel platform, aligning stakeholders and supporting product decisions.
- Delivered an accessibility talk for the design team covering WCAG 2.1/2.2 guidelines, dashboard accessibility, and implementation recommendations.

○ From September 2021 to May 2023

### Lead Product Designer at Waverider (via Toptal)

- Designed the MVP for a DBT-based mental health platform, achieving 8/10 user satisfaction and 87.5% task completion through 3+ rounds of usability testing.
- Conducted 15+ usability tests and user interviews to map jobs-to-be-done and shape 2 consecutive roadmap cycles.
- Built 2 end-to-end design systems with 50+ components, accelerating design-to-development handoff across product teams.

○ From November 2019 to September 2021

### Sr. Product Designer at Sync Biometrics and Paper

- Designed an IoT app integrating continuous glucose monitors (CGM) biometric data to surface real-time diet and exercise insights.
- Designed an insurance quote app and back-office tool that reduced quote generation time from 30–60 minutes to under 5, while improving conversion through in-app payments.

## CONTACT ME

📍 Málaga, Spain

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🌐 [in/deboraedelberg](https://www.linkedin.com/in/deboraedelberg)

## EDUCATION

From 2014 to 2022

### Popular Music Singer (Jazz, Folk, Tango)

Escuela de Música Popular de Avellaneda

From 2006 to July 2013

### BA in Graphic Design

FADU University of Buenos Aires

From 2000 to 2005

### High-school - Computer Science Oriented

ORT Technical High School

## COURSES

2021

### Accesibility testing and reports

Universidad Tecnológica Nacional  
Córdoba (Remote)

2021

### Introduction to psychology

University of Toronto (coursera.org)

2015

### User Research Methods

Universidad de Palermo - J.M. Carraro

From August 2018 to June 2022

### Mentor of UX and UX/UI Career track at Springboard

- Mentored 60+ UX students across research, interaction, and visual design through weekly 1:1 sessions.
- Hosted weekly UX office hours for 30+ students, facilitating live Q&A and publishing UX best practice articles.

From April 2016 to April 2019

### Lead User Experience Designer at Globallogic

- Led a team of 4, within a multidisciplinary agile squad, designing 5 iOS and web apps for crew and passenger experiences aboard private jets valued at up to \$75M.
- Designed a developer API portal for a top global travel technology provider, simplifying complex technical workflows.
- Conducted qualitative and quantitative research across 8+ projects, informing product and business decisions.

From September 2014 to April 2016

### Sr. UX/UI Designer at Accenture (Avanade)

- Redesigned a large-scale internal platform through research, heuristic analysis, wireframing, and usability testing, reducing completion time for 2 core tasks by up to 3 minutes.
- Designed and delivered a 4-session UX research workshop for 12+ team members covering interviews, synthesis, and usability testing.

From December 2009 to March 2016

### Freelance UX/UI Designer at debuchita.com

- Delivered user flows, wireframes, sitemaps and high-fidelity designs for 10+ web and mobile products across scheduling, government, and nonprofit sectors.
- Designed a WHO Drupal CMS deployed in 20+ countries to support knowledge sharing, policy dialogue and capacity-building initiatives.

From October 2008 to December 2009

### SEO Project Leader at Wallaby Group

- Improved search rankings and conversion rates for 10+ mid-to-large companies through SEO strategy, usability consultancy, and content planning.

From April 2006 to October 2008

### Junior Web Designer at Livra.com, Grupo Mono and Avatar

- Produced 50+ digital marketing assets and developed accessible front-end code for websites and newsletters across 3 agencies.

## CORE SKILLS

- User Research
- Usability
- User Flows
- Jobs-to-be-done
- UX Design
- Benchmarking
- UX Strategy
- Wireframing
- Design thinking
- Healthcare UX
- Mentoring
- Interaction Design
- AI-Powered UI
- Cross-functional Collaboration
- Accessibility
- CRO

## SOFTWARE AND TOOLS

- Figma
- Framer
- Webflow
- Miro
- Figma
- Claude Code
- ChatGPT
- Notion
- Loom
- Jira
- Hotjar
- Dovetail
- Mixpanel

## LANGUAGES

### SPANISH

(Native/Bilingual Proficiency)





### ENGLISH

(Full Professional Proficiency)

### HEBREW

(Elementary Proficiency)

## HOBBIES & INTERESTS

-  Singing
-  Cooking
-  Traveling
-  Biking